

CONFIDENTIAL FOR USE OF PHILIP MORRIS AND LEO BURNETT ONLY
 1995 PHILIP MORRIS U.S.A. ESTIMATED TOTAL BRAND PAGE COUNT

PUBLICATION	1994	1995	MARLBORO		MERIT	BASIC	VIRGINIA SLIMS	B&H	TOTAL LBCs	BONUS	PARL.	ALPINE	CORPORATE PAGES		
	ACTUAL PAGES	ESTIMATE PAGES	NFE 4	PAGES									BRAND	ARTS	OTHER
AUTO/CYCLE															
AUTOMOBILE	29.00	24.00	4.00	17.00	1.00			2.00	24.00						
BIG TWIN	0.00	3.00		3.00					3.00						
CAR & DRIVER	63.08	32.50	4.50	17.00	6.00	5.00			32.50						
CAR CRAFT	21.34	20.73	3.73	17.00					20.73						
CIRCLE TRACK	15.26	17.00	6.00	11.00					17.00						
CYCLE WORLD	50.58	22.50	8.50	14.00					22.50						
DIRT RIDER	19.35	19.00		19.00					19.00						
FOUR WHEELER	38.23	25.84	6.84	19.00					25.84						
GUNS & AMMO	2.00	0.00							0.00						
HOT ROD	27.52	27.50	7.50	15.00		5.00			27.50						
MOTOR TREND	23.55	27.00		20.00		7.00			27.00						
MOTORCYCLIST	23.76	21.00	3.00	13.00		5.00			21.00						
PETERSEN 4 WHEEL	29.10	19.64	3.64	16.00					19.64						
POP HOT RODDING	17.00	22.00	7.00	15.00					22.00						
ROAD & TRACK	43.73	34.50	4.50	21.00	9.00				34.50						
SPORT TRUCK	18.78	23.74	2.74	21.00					23.74						
STOCK CAR RACING	5.00	4.00		4.00					4.00						
BUSINESS NEWS															
BUSINESS WEEK	0.00	4.00							0.00						4.00
FORBES	0.00	4.00							0.00						4.00
FORTUNE	9.36	7.00						4.00	4.00						3.00
MONEY	4.00	11.00			7.00			4.00	11.00						
YOUR FUTURE	0.00	1.00						1.00	1.00						
CORPORATE															
AMERICAN HERITAGE	0.00	4.00							0.00				2.00		2.00
AMERICAN SPECTATOR	5.00	5.00							0.00				5.00		
AVENUE	1.00	1.00							0.00				1.00		
HARPER'S	9.00	9.00							0.00				7.00		2.00
KENTUCKY FARMER MAG	2.00	2.00							0.00				2.00		
LOUISVILLE	4.00	4.00							0.00				4.00		
NATIONAL REVIEW	7.00	6.00							0.00				6.00		
NEW REPUBLIC	5.00	6.00							0.00				6.00		
OPERA NEWS	5.00	6.00							0.00				6.00		
TOBACCO INTERNATIONAL	3.00	2.00							0.00				2.00		
TROIKA	0.00	1.00							0.00				1.00		
VIRGINIA TOWN & CITY	4.00	4.00							0.00				4.00		

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	NPE +	PAGES	BRAND	ARTS									OTHER			
ENTERTAINMENT - MONTHLY																
CABLE GUIDE 2-9/95	6.00	11.00		5.00	3.00			3.00	11.00							
CABLE GUIDE 10/95-1/96		2.00			1.00		1.00		2.00							
IN STYLE	16.00	32.00		8.00	6.00		10.00	8.00	32.00							
MOVIELINE	33.03	35.16		19.00			7.00	4.00	30.00		5.16					
PREMIERE	32.79	28.92		18.00	6.00				24.00		4.92					
US	41.00	53.44	8.00	18.00		8.00	10.00	8.00	52.00		1.44					
VIBE	2.00	6.00						6.00	6.00							
ENTERTAINMENT - WEEKLY																
ENT WKLY (before 8/4)*	101.02	30.15		6.44	7.00	7.44	4.44	2.00	27.32	1.00	2.83					
ENT WKLY (8/4 & after)*		37.43	6.80	8.88	5.44	4.44	7.44	3.00	36.00		1.43					
*1 EW SPECIAL - 44																
PEOPLE	117.18	72.48	8.61	13.00	11.00	16.00	12.33	6.00	66.94	1.00	1.54					4.00
T.V. GUIDE (before 7/1)	67.00	24.00		3.00	7.00	7.00	4.00	3.00	24.00							
T.V. GUIDE (7/1 & after)		37.00		11.00	4.00	8.00	6.00	4.00	33.00							4.00
ENTERTAINMENT PROGRAMS																
CARNEGIE HALL		0.00							0.00							
KENNEDY CENTER		4.00						4.00	4.00							
LINCOLN CENTER		4.00						4.00	4.00							
NATIONAL THEATRE		4.00						4.00	4.00							
PLAYBILL NEW YORK		9.00			5.00			4.00	9.00							
PLAYBILL PHIL/BALT		0.00							0.00							
STAGEBILL CHICAGO		4.00						4.00	4.00							
STAGEBILL SF		4.00						4.00	4.00							
EPICUREAN																
BON APPETIT	0.00	6.00						4.00	4.00							2.00
FOOD & WINE	0.00	3.00						3.00	3.00							
GOURMET	17.00	6.00						4.00	4.00							2.00
FISHING/HUNTING																
BASSMASTER	30.00	20.00		13.00		7.00			20.00							
FIELD & STREAM	40.00	41.54	6.54	18.00	10.00	7.00			41.54							
HUNTING	19.37	25.00		20.00		5.00			25.00							
OUTDOOR LIFE	34.00	26.00		16.00	10.00				26.00							
SPORTS AFIELD	40.14	37.00		20.00	10.00	7.00			37.00							

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	ACTUAL PAGES	ESTIMATE PAGES	NPE +	PAGES									BRAND	ARTS	OTHER
GENERAL EDITORIAL															
AMERICAN PHOTO	0.00	0.00							0.00						
COUNTRY AMERICA	28.55	34.00	6.00	14.00	2.00	6.00	6.00		34.00						
COUNTRY WEEKLY	16.00	14.00		8.00		6.00			14.00	3.00					
GEORGE		4.00		1.00				1.00	2.00						2.00
INTERVIEW	33.31	26.98		19.00				6.00	25.00		1.98				
LIFE - SPECIAL	56.18	55.38	11.38	15.00	9.00	4.00	8.00	8.00	55.38	1.00					
OUT		9.20						8.00	8.00		1.20				
SPY		12.00		5.00				7.00	12.00						
TEN PERCENT		11.00						7.00	7.00		4.00				
VANITY FAIR Feb-Dec	31.95	51.90	19.14	9.00			9.00	7.00	44.14		5.76				2.00
VANITY FAIR Jan96		1.00					1.00		1.00						
MEN'S GENERAL INTEREST															
ADVOCATE		8.00						8.00	8.00	1.00					
DETAILS Feb-Dec	47.09	44.27	22.38	15.00				2.00	39.38		4.89				
DETAILS Jan96		1.00		1.00					1.00						
ESQUIRE	30.90	33.94		18.00	6.00			7.00	31.00		0.94				2.00
GENRE		0.00							0.00						
GQ Feb-Dec	35.28	42.25	15.53	15.00				7.00	37.53		4.72				
GQ Jan96		2.00		2.00					2.00						
PENTHOUSE	63.66	56.12	15.95	17.00	10.00	7.00			49.95		4.17				2.00
PLAYBOY	70.32	67.79	21.85	16.00	10.00	8.00		8.00	63.85		1.94				2.00
MILITARY - MONTHLY															
MILITARY LIFESTYLE		5.00				3.00		2.00	5.00						
MILITARY RETIREE		4.00						4.00	4.00						
OFF DUTY		6.00				6.00			6.00						
SALUTE		6.00		6.00					6.00						
STATESIDE FAMILY		5.00				4.00	1.00		5.00						
MILITARY - WEEKLY															
A/N/AF TIMES		17.00		10.00		7.00			17.00						

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			NPE +	PAGES									BRAND	ARTS	OTHER
MUSIC - MONTHLY															
AUDIO	0.00	0.00							0.00						
PULSE	0.00	0.00							0.00						
SPIN Feb-Aug	33.48	15.46		12.00					12.00		3.46				
SPIN Sept-Jan		13.00	7.00	6.00					13.00						
STEREO REVIEW	21.00	18.00		18.00					18.00						
MUSIC - WEEKLY															
ROLLING STONE	67.77	61.53	20.23	20.00		6.00	8.00		54.23		4.30				3.00
NEWSWEEKLIES															
NEWSWEEK	38.98	20.00		2.00	10.00			4.00	16.00						4.00
TIME	53.86	35.87	5.87	8.00	10.00		5.00	4.00	32.87						3.00
U.S. NEWS & WORLD REPORT	6.88	13.00		2.00	3.00			4.00	9.00	4.00					4.00
REGIONAL/LOCAL - MONTHLY															
BUZZ		6.00						6.00	6.00						
CHICAGO MAGAZINE		9.00			3.00			6.00	9.00						
D MAGAZINE		0.00							0.00						
HONOLULU		9.00						9.00	9.00						
LOS ANGELES		6.00						6.00	6.00						
REGIONAL/LOCAL - WEEKLY															
NEW YORK	30.00	36.00		9.00	3.00		2.00	6.00	20.00		8.00				8.00
SCIENCE/MECHANICS															
HOME MECHANIX	8.00	10.00			5.00	5.00			10.00						
OMNI	49.61	19.96	12.96	4.00	1.00	2.00			19.96						
POPULAR MECHANICS	34.10	48.84	20.84	16.00	5.00	7.00			48.84						
POPULAR SCIENCE	0.00	5.00			5.00				5.00						
SPORTS - MONTHLY															
INSIDE SPORTS	36.40	46.00	8.00	18.00	5.00	8.00		7.00	46.00						
SPORT	40.13	41.00		21.00	5.00	8.00		7.00	41.00						
SPORTS - WEEKLY															
BASEBALL WEEKLY	0.00	0.00							0.00						
SPORTING NEWS	18.00	27.00		19.00		8.00			27.00						
SPORTS ILLUSTRATED	117.49	89.63	13.35	33.00	13.00	15.00		8.00	82.35	1.00	3.28				4.00

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			NFE +	PAGES									BRAND	ARTS	OTHER
SUPPLEMENTS															
L.A. TIMES MAGAZINE		6.00						6.00	6.00						
NY TIMES MAGAZINE		0.00							0.00						
PARADE	7.27	3.24			0.85	0.60	0.35	1.44	3.24						
USA WEEKEND	6.88	4.05			1.88	0.79	0.32	1.06	4.05						
TABLOIDS															
NATIONAL ENQUIRER	35.00	33.00			10.00	15.00	6.00		31.00						2.00
SOAP OP MAGAZINE	11.00	5.00					5.00		5.00						
SOAP OP WKLY before 7/4	7.00	9.00			4.00	3.00	2.00		9.00						
SOAP OP WKLY 7/4 & after		9.00			2.00	4.00	3.00		9.00						
STAR	30.00	32.00			9.00	14.00	7.00		30.00						2.00
TRAVEL															
CONDE NAST TRAVELER	0.00	2.00							0.00						2.00
TOWN & COUNTRY	0.00	0.00							0.00						
TRAVEL & LEISURE	0.00	5.00						3.00	3.00						2.00
WOMEN'S FASHION/IMAGE															
ALLURE Jan-June	24.70	13.04		4.00			4.00	3.00	11.00		2.04				
ALLURE July-Jan		22.04		9.00			9.00	2.00	20.00		2.04				
BRIDAL GUIDE	0.00	0.00							0.00						
BRIDES	3.00	0.00							0.00						
COSMOPOLITAN	59.96	48.12	4.00	13.00	5.00	3.00	10.32	8.00	43.32		4.80				
ELLE	17.00	13.00		8.00			5.00		13.00						
GLAMOUR Feb-Dec	42.62	33.21	6.53	12.00			10.00		28.53		4.68				
GLAMOUR Jan 96		3.00		1.00			2.00		3.00						
HARPER'S BAZAAR	10.00	8.00					5.00	3.00	8.00						
MADMOISELLE Feb-Dec	32.77	34.84	7.22	14.00			9.00		30.22		4.62				
MADMOISELLE Jan 96		1.00		0.00			1.00		1.00						
MARIE CLAIRE Jan-June	0.00	2.00					2.00		2.00						
MARIE CLAIRE July-Aug		0.00							0.00						
MARIE CLAIRE Sept-Jan		4.00					4.00		4.00						
MIRABELLA	0.00	0.00							0.00						
MODERN BRIDE	0.00	0.00							0.00						
SELF	5.00	8.00					8.00		8.00						
VOGUE Feb-Dec	27.62	25.15		10.00			10.99		20.99		4.16				
VOGUE Jan96		2.33		1.00			1.33		2.33						

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			NPE +	PAGES									BRAND	ARTS	OTHER
WOMEN'S GEN INT - MONTHLY															
NEW WOMAN	54.61	52.74	7.60	13.00	6.00	6.00	10.00	8.00	50.60		2.14				
TRUE STORY	28.83	23.00			9.00	7.00	7.00		23.00						
WOMAN'S WORLD	11.00	15.00			3.00	8.00	4.00		15.00	1.00					
WORKING MOTHER	16.00	9.00					9.00		9.00						
WORKING WOMAN	14.00	22.00			6.00		9.00	7.00	22.00						
WOMEN'S GEN INT - WEEKLY															
SOAP OP DIG before 7/4	46.17	13.00		4.00		3.00	3.00	3.00	13.00						
SOAP OP DIG 7/4&after		18.00		6.00		4.00	3.00	5.00	18.00						
WOMEN'S HOME SERVICE															
ARCH. DIGEST	8.00	0.00							0.00						
COUNTRY HOME	0.00	10.00					6.00	4.00	10.00						
HOME	10.12	20.00			8.00		6.00	6.00	20.00						
HOUSE BEAUTIFUL	5.00	0.00							0.00						
SOUTHERN LIVING	12.00	12.00					6.00	6.00	12.00	3.00					
WOMEN'S SERVICE - MONTHLY															
BETTER HOMES & GARDENS	31.00	31.00		5.00	9.00		9.00	8.00	31.00						
LADIES' HOME JOURNAL	23.00	26.99			8.00		10.99	8.00	26.99						
McCALLS	38.70	27.00		4.00	6.00		9.00	8.00	27.00	11.00					
REDBOOK	47.51	41.99		10.00	7.00	6.00	10.99	8.00	41.99						
WOMEN'S SERVICE - WEEKLY															
FAMILY CIRCLE	24.00	21.00			3.00		10.00	8.00	21.00						
FIRST FOR WOMEN	37.00	31.00		11.00	6.00	6.00	8.00		31.00	9.00					
WOMAN'S DAY (2/1-9/1)		27.00		9.00	6.00	3.00	4.00		27.00						
WOMAN'S DAY (9/19-12/19)	58.03	19.00		4.00	4.00	3.00	5.00	3.00	19.00						
TOTAL	2835.90	2777.93	317.73	936.32	327.17	295.27	337.50	356.50	2570.49	36.00	90.44	0.00	46.00	0.00	71.00

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